

Quarterly Issues Programs List for Station KFFV TV

October 1 - December 31, 2011

Placed in the Public File January 10, 2012

Section I. Issues

- A. Acculturation: Multicultural population needs in the Seattle region
- B. Education: Issues relating to public school education in our community
- C. Immigration: Hispanics and Asian immigrant community issues
- D. Children's Health Issues
- E. Highway 520 launch of new tolls

Responsive Programming

"Let's Speak English" Mon - Fri 8:30 - 8:40 pm Local news; Chinese language; focusing on needs, concerns and issues of the Mandarin and Cantonese communities in the Seattle region.

Sunday 9:30 - 10:00 pm "Talk" A weekly talk show focusing on women's issues, traditional Chinese cooking, and coverage of such topics as the local political climate, job opportunities and education for Asian viewers.

"AAT Talk Show" December 14, 2011 3-4 pm Duration 20 minutes
Washington Department of Transportation representative Xiao Ming appeared to discuss the new tolls being implemented on Hwy 520 including the rationale, how to acquire the necessary pass, how ticketing process would work and how viewers could find additional information online. Public service announcements on station provided more information and ran during December.

"AAT Talk Show" December 9, 2011 3-4 pm Duration: 21 minutes
Dr. Xiao of Seattle appeared as guest and discussed the flu season, treatments, flu shots and directed viewers where they could get shots or treatment and provided more information on the winter flu season.

"AAT Talk Show" December 25, 2011 3-4 pm Duration 26 minutes
Nutritionist Maria Koh discussed traditional seasonal cooking, nutrition, and how to maintain good health during the holidays, utilizing traditional as well as modern dietary approaches.

"Tiempo Extra" Broadcast on December 16, 2011, 5:30 pm. Duration 7 minutes. A discussion (in Spanish) between host Noe Menendez and Hispanic residents of Seattle about the benefits of having kids involved in sports from a health, self-esteem and social standpoint. This show, which is broadcast in Spanish, focuses principally on Latino youth and adult sports. Information about the health benefits, both physical and psychological, of sports was presented. Viewers were informed of local sports teams, practice venues, and places where they can watch or participate in local sports.